PHILIP MORRIS USA INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: Jackie Gilbert **DATE:** October 1, 1992

FROM: Pascal Fernandez

SUBJECT: Letter Agreement for Perception Research Services

Please draft a letter agreement for Perception Research Services, Inc. They will be conducting 270 Eye-tracking interviews among king size smokers to gauge reactions to the B&H Kings Outdoor Advertising campaign. A copy of their proposal, which provides all the cost details, is attached. Also attached is a copy of the contract signed between Philip Morris and PRS for a similar study in November, 1990.

The agreement should be addressed as follows:

Mr. Elliot Young, President
Perception Research Services, Inc.
440 Sylvan Avenue
Englewood Cliffs, New Jersey 07632

file

Thank you for your prompt attention to this matter.

Attachment

cc: D. Beran
E. Gee
A. Lopez

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Source: https://www.industrydocuments.ucsf.edu/docs/qkmj0004